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ABSTRACT

The current employment market for 1986 college graduates from Michigan was assessed by placement directors from 29 Michigan four-year institutions. The directors rated supply and demand based on information obtained from follow-up studies of recent graduates, campus interviewing statistics on employer requests by major and degree level, numbers of job listings, and discussions with employers who were recruiting graduates. For each academic major, ratings are provided for bachelor's, master's, and doctoral graduates. The following rating scale was used: many more jobs than graduates available (excellent), some more jobs than graduates available (very good), about as many jobs as graduates (good), a few more graduates than jobs (fair), and many more graduates than jobs (poor). The highest demand among bachelor degree candidates was expected in engineering; materials and logistics management; accounting; finance; computer information systems and computer-aided design, hotel, restaurant, and institutional management; nursing; occupational therapy; office administration; and selected fields in elementary and secondary education. Findings for master's and doctoral candidates are also briefly summarized. (SW)

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ESTIMATED DEMAND FOR 1986 GRADUATES OF MICHIGAN FOUR-YEAR COLLEGES AND UNIVERSITIES

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Assisting in the production of this report were Institute staff members, Hae-Ik, Phyllis Montague, Christine Pomeroy, and Bill Riley.

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GENERAL STATEMENT

Placement directors of Michigan 4-year colleges and universities were requested to rate the supply and demand situation for 1986 graduates. Responses were received from twenty-nine (29) institutions. Ratings provided by these placement directors were based on information obtained from follow-up studies of recent graduates, campus interviewing statistics on employer requests by major and degree level, numbers of job listings, and discussions with employers who were recruiting college graduates.

The following rating scale was used:

Excellent job market-	Many more job opportunities than graduates available.
Very Good job market-	Some more job opportunities than graduates available.
Good job market-	About as many jobs as graduates available
Fair job market-	A few more graduates than jobs available
Poor job market-	Many more college graduates than jobs available.

The highest demand among bachelor degree candidates is expected in engineering (electrical, graphics, industrial, and mechanical); materials and logistics management; accounting; finance; computer information systems and computer aided design; hotel, restaurant and institutional management; nursing; occupational therapy; office administration; and selected fields in elementary and secondary education (including teachers of chemistry, mathematics, physics, physical science, computer science and data processing, French and Spanish). Teachers of the mentally handicapped, emotionally disturbed, and individuals with interests in coaching football and basketball should find very good to excellent job opportunities.

Engineering master graduates from the fields of electrical, industrial, mechanical, mechanics and metallurgy will experience a strong job market. In the business sector, accounting, finance, management sciences, and operations research and materials logistics management majors will find numerous job opportunities. In the health services sector, nurses, dieticians, and occupational therapists will be in demand. Students with backgrounds in computer sciences, information services, computer aided design and college teachers of computer science will also find a strong job market. For master's graduates, demand will be highest for general science, mathematics, chemistry, earth science, physics, and instrumental and vocal music teachers. Teachers working with the deaf, emotionally disturbed, learning disabled and mentally handicapped are presently in high demand.

Doctoral level graduates from all engineering fields will find a strong job market, especially in college teaching. Doctoral candidates from business curricula will find excellent to very good job opportunitites in college teaching, accounting, finance, advertising, and economics. In biomedical science, human medicine (MD), nursing, optometry and radiology, candidates will find numerous opportunities. Graduates from computer aided design, computer and information systems and Russian programs are in high demand. Graduates interested in teaching chemistry and mathematics or working with children who have learning disabilities or teaching special education at the college level will have a number of job opportunities.

Estimated Demand for 1986 Graduates

Academic Majors	Bachelor N*	Bachelor Rating	Master N	Master Rating	Doctorate N	Doctorate Rating
Accounting	30	very good	8	very good	2	excellent
Accounting Coll Teaching			5	good	4	excellent
Administration	8	good	5	good	1	very good
Admin.in Higher Education			7	good	3	good
Advertising	15	fair	3	good	1	excellent
Agribus and Nat Resources	3	fair	2	poor	1	poor
Agricultural Economics	3	good	3	good	2	good
Agricultural Education Tchg	1	excellent	1	very good	1	very good
Agriculture College Tchg					1	fair
Agriculture Technology	2	poor				
Aircraft Engrg	3	good	1	good	1	very good
Anthropology	9	poor	4	poor	2	poor
Art	23	fair	6	fair	2	poor
Art Teaching	17	fair	9	fair	1	poor
Arts and Letters Coll Tchg					2	poor
Astronomy	4	fair	4	fair	1	fair
Audiology-Speech Science	6	poor	7	very good	1	good
Automotive Mgmt	1	excellent				
Aviation Technology	3	good				
Biochemistry	9	good	4	good	3	good
Biological Science	10	good	5	fair	2	good
Biology	26	fair	6	fair	3	good
Biomedical Science	6	good	3	good	1	excellent
Biophysics	4	good	3	good	2	good
Botany and Plant Pathology	6	fair	3	poor	2	good
Broadcasting	12	fair	4	fair	2	poor
Building Construction	10	good	1	poor		
Business Coll Tchg			2	good	2	excellent
Business Ed Teaching	10	good	5	good		
Business Management	2	good				
Business, International	2	poor				
Ceramics	2	fair	2	good	1	fair
Chemistry	25	good	7	good	3	good
Chemistry Teaching	16	excellent	7	excellent	1	excellent
Child Development	10	fair	4	fair	1	good
Child Development Tchg	9	good	1	good		
Clinical Science	1	good	1	very good	1	very good
Clothing and Textiles	5	good	1	very good		
College Student Personnel	1	fair	7	good	3	good
Communication	19	fair	4	fair	3	good
Communications Technical	2	poor				
Computer Aided Design	9	very good	4	excellent	2	excellent
Computer Science-Sec Tchg	5	very good				
Computer Science-Coll Tchg			4	good	4	very good
Computer Sci Info Sys/Eng	31	very good	10	very good	5	excellent
Conservation	2	poor	1	poor		
Consumer Affairs	1	poor	1	poor		

*N=Number of placement directors rating this academic major.

Academic Majors	Bachelor N*	Rating	Master N	Rating	Doctorate N	Rating
Court/Conf Reporting	1	very good				
Criminal Justice	16	good	7	good	2	fair
Criminal Justice Coll Tchg			1	fair	2	good
Criminalistics	3	good	1	good	1	fair
Crop Science	3	good	1	very good	1	very good
Dance	10	fair	5	fair	1	fair
Data Processing	1	very good				
Data Processing Teaching	6	very good	3	very good	1	very good
Deaf Education Teaching	5	good	2	excellent	1	good
Dietetics	7	good	3	very good	1	very good
Distributive Ed.	4	fair	2	good		
Driver Education Teaching	3	fair	2	good		
Earth Science	5	fair	3	fair	1	good
Earth Science Teaching	10	good	4	very good	1	good
Economics	20	good	8	good	3	very good
Economics Teaching	5	fair	3	fair	1	fair
Education College Tchg			3	fair	3	good
Educational Psychology	2	good	2	very good	1	very good
Elementary Ed Coll Tchg			2	fair	2	fair
Elementary Education Tchg	22	good	8	good		
Emotionally Disturbed Tchg	8	very good	5	very good	2	very good
Engineering Agricultural	3	good	3	good	2	good
Engineering Arts	4	good	2	good	2	good
Engineering Automotive	3	good	1	very good	1	very good
Engineering Chemical	9	good	9	good	5	good
Engineering Civil	9	good	6	good	4	good
Engineering College Tchg			1	very good	3	excellent
Engineering Electrical	14	very good	8	very good	5	very good
Engineering Geological	1	good				
Engineering Graphics	4	very good	2	excellent	2	very good
Engineering Industrial	7	very good	4	very good	4	very good
Engineering Mechanical	13	very good	8	very good	4	excellent
Engineering Mechanics	3	very good	4	very good	3	very good
Engineering Metallurgy	7	good	5	very good	5	very good
English	24	fair	5	good	2	fair
Engineering Mining	1	poor				
English Teaching	18	good	7	good	1	fair
Engineering Paper	1	very good	1	very good		
Entomology	2	poor	1	fair	1	fair
Engineering Sanitary	1	good	2	good	2	good
Environmental Studies	8	fair	3	good	2	good
Engineering, Nuclear	1	good	1	good	1	very good
Epidemiology			1	fair	1	good
Exercise & Health Science	1	fair				
Family-Consumer Res	6	fair	1	fair		good
Family Community Services	4	fair	1	fair	1	fair
Family Ecology	3	fair				
Family Economics and Mgt	2	fair				
Family Studies	3	fair				
Fashion Merchandising	10	good	2	good		
Finance	20	very good	9	very good	2	good

Academic Majors	Bachelor N	Bachelor Rating	Master N	Master Rating	Doctorate N	Doctorate Rating
Finance College Tchg					2	very good
Financial Administration	5	very good	2	very good	1	very good
Fisheries and Wildlife	2	fair	2	fair	1	good
Flight Technology	1	fair				
Food Science	3	good	1	very good	1	very good
Food Systems Management	3	good				
Foods and Nutrition	5	good	2	fair		
Forestry	2	poor	2	fair	1	good
French	17	fair	5	poor	3	poor
French Teaching	15	very good	6	very good		
General Business Admin	23	good	6	good	1	good
General Science Teaching	15	good	6	very good		
Geography	9	fair	4	fair	2	fair
Geology	11	fair	5	fair	3	good
Geophysics	2	fair	3	good	2	good
German	13	fair	4	fair	2	fair
German Teaching	14	good	8	good	2	fair
Gerontology			4	good	1	fair
Graphic Design	8	good	3	good	2	fair
Health Ed Policy, Plan	9	fair	8	fair	3	good
Health Services Mgmt	1	good				
Health Teaching	8	fair	4	poor		
Health, Occupational			1	very good	1	very good
History	23	poor	6	fair	4	fair
History Teaching	21	fair	7	fair	2	fair
Home Economics General	8	fair	2	fair	1	poor
Home Economics Tchg	7	good	4	good		
Horticulture	1	good	1	very good	1	very good
Hotel Rest Inst Mgt Col Tchg					1	very good
Hotel Rest & Inst Mgt	6	excellent	2	very good		
Human Ecology-Coll Tchg			2	poor	1	good
Human Environ & Design	1	fair				
Human Medicine (MD)					2	excellent
Human Nutrition	3	fair	2	fair		
Human Shelter & Inter Design	2	fair	1	good		
Humanities	14	fair	3	poor	2	fair
Illustration	3	good	2	good	2	fair
Industrial Arts	2	good	1	good		
Librarianship	2	good	3	good	1	good
Industrial Design	4	good	2	good	1	good
Linguistics	3	fair	3	good	2	fair
Industrial Education	4	good	2	good		
Management Science	7	good	5	very good		
Industrial Management	2	very good	1	very good		

Academic Majors	Bachelor		Master		Doctorate	
	N	Rating	N	Rating	N	Rating
Manufacturing	4	very good	2	good	1	good
Industrial Tech	5	good	3	very good	1	fair
Manufacturing Admin	1	good	1	good		
Information & Records Mgmt	2	very good				
Marketing	21	good	6	good	1	very good
Instrumental Music Tchg	13	good	6	very good		
Interior Design	5	good	2	good		
Japanese	1	excellent				
Journalism	14	fair	5	fair	3	fair
Journalism Teaching	7	fair	6	fair		
Labor and Indust Relations	7	good	4	good	2	very good
Land Use Analysis	2	fair	1	fair	1	fair
Landscape Architecture	1	good				
Language Arts	9	fair	3	fair	2	fair
Latin	4	fair	2	fair	2	poor
Latin Teaching	7	fair	7	poor		
Mathematics	24	good	6	good	3	good
Learning Disabilities Tchg	10	very good	6	very good	2	very good
Mathematics Teaching	24	excellent	9	excellent	2	excellent
Legal Assistant	5	good	1	very good		
Medical Records Admin	1	excellent				
Medical Technology	12	good	4	very good		
Mentally Handicapped Tchg	10	very good	6	very good		
Merchandise Management	4	very good	2	good		
Mfg Engrg Tech	1	excellent				
Microbiology & Public Health	4	fair	4	good	3	good
MLM Operations	3	very good	2	very good		
MLM Purchasing	2	excellent	2	excellent		
MLM Transportation	2	very good	1	very good		
Music	18	fair	6	fair	4	fair
Music Therapist	2	fair	2	good	2	fair
Natural Sciences	10	fair	3	fair	2	fair
Natural Sciences Coll Tchg			2	fair	1	fair
Nuclear Medicine Tech	1	good				
Nursing	13	very good	4	very good	3	very good
Nursing Coll Tchg			2	very good	3	very good
Nutritional Sciences	1	fair	1	fair		
Occupational Therapy	2	excellent	2	excellent		
Office Administration	10	very good	3	very good	1	good
Office Education	5	good	3	very good		
Operations Research-Mgt Sci	4	very good	3	very good		
Optometry					1	excellent
Oral Interpretation	1	fair	1	good	1	fair
Osteopathic Medicine					1	very good
Packaging	1	fair	1	very good		

Academic Majors	Bachelor N	Bachelor Rating	Master N	Master Rating	Doctorate N	Doctorate Rating
Painting	2	fair				
Paper Service	1	very good	1	very good		
Park & Recreation Resources	5	good	2	good	1	fair
Personnel Administration	15	fair	8	good	2	good
Pharmacy			1	excellent		
Philosophy	18	poor	5	fair	3	fair
Photography	6	fair	3	fair	1	fair
Physical Ed Coll Tchg			6	fair	3	fair
Physical Education Gen	19	fair	6	poor	1	fair
Physical Ed. Tchg	19	fair	7	fair		
Physical Science	5	good	3	fair	2	fair
Physical Science Tchg	9	very good	6	very good	1	good
Physically Handicapped Tchg	7	good	5	good	1	good
Physics	19	good	5	good	3	good
Physics Teaching	16	excellent	6	excellent	1	very good
Physiology	3	good	2	good	2	good
Plastics Engrg Tech	1	excellent				
Political Science	22	fair	4	fair	1	poor
Polymers & Coating Tech	2	excellent				
Printing Mgmt	1	excellent				
Printing Mgmt/Mkt	1	very good				
Production Mgmt	1	very good				
Production Systems Analysis	3	good	2	good		
Professional Management	19	fair	6	good	5	good
Psychology College Tchg					3	fair
Psychology, Clinical	11	fair			5	fair
Public Administration	4	fair			1	very good
Public Affairs Management	3	good			1	good
Radiology			1	excellent	1	excellent
Reading Inst and Coll Tchg					3	good
Real Estate	3	good	1	good		
Recreation	11	fair	5	good		
Religion	14	fair	2	poor		
Resource Development	2	fair	2	good		
Risk and Insurance	2	very good				
Russian	4	good	3	fair	3	very good
Russian Teaching	5	fair	6	fair		
School Administration			8	good	3	very good
School Coaching Basketball	9	very good	5	very good		
School Coaching Football	9	very good	6	good		
School Counseling	8	good	8	good		
School Diagnostician					6	very good
School Distributive Ed	2	good	2	good		

Academic Majors	Bachelor		Master		Doctorate	
	N	Rating	N	Rating	N	Rating
School Social Worker			6	very good		
School Speech Correctionist			6	very good		
School Vocal Music Tchg	8	very good	6	very good		
Sculpture	2	poor	1	good	1	good
Secondary Ed Coll Tchg			5	good	3	good
Secretarial Administration	7	very good	2	good		
Social Science General	10	fair	3	poor	2	fair
Social Science Tchg	10	fair	7	good		
Social Work	23	fair	12	good	2	fair
Sociology	26	fair	6	fair	2	fair
Sociology College Tchg			3	good	3	good
Soil Science	1	good	1	very good	1	very good
Spanish	19	fair	4	good	3	fair
Spanish Teaching	18	very good	6	very good	2	fair
Special Education	13	very good	7	very good		
Special Education Coll Tchg			3	fair	2	excellent
Speech	12	fair	4	very good	1	good
Sports Medicine			1	very good		
Statistics	7	good	5	good	3	very good
Surveying	1	excellent				
Systems Science	2	good	1	very good	1	very good
Tech. & Scientific Studies	3	good	2	fair	1	fair
Telecommunications	3	poor	1	good	1	fair
Textiles and Cloth	4	fair	1	good		
Theatre	18	poor	5	fair	2	poor
Theatre Teaching	4	fair	4	fair		
Therapeutic Recreation	3	good	2	good	1	fair
Toxicology			1	fair	1	good
Transportation Systems	1	good	1	good	1	fair
Travel and Tourism Mgt	6	fair	1	good	1	fair
TV & Radio Production	1	very good				
Urban Planning	3	poor	3	fair	2	fair
Veterinary Medicine					2	fair
Visually Handicapped Tchg	3	very good	3	very good		
Vocational Education	4	very good	4	very good		
Water Science	1	fair	1	good	1	good
Word Processing Ad	3	very good	1	very good	1	good
Written Communications	2	good	2	good	2	good
Zoology	4	fair	2	good	2	fair